

2060070537

Note for Neidle, Bruce

**From:** Arwady, Marge  
**Date:** Mon, Mar 15, 1993 3:02 PM  
**Subject:** RE: Elgin Eby Brown's shipments  
**To:** Neidle, Bruce

BRUCE --

Thank you. I figured there had to be a sensible reason!

Marge

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From: Neidle, Bruce on Mon, Mar 15, 1993 1:30 PM  
Subject: RE: Elgin Eby Brown's shipments  
To: Arwady, Marge  
Cc: Gawronski, Edward; Knox, John

Shipment comparisons based on only one month of data can be highly misleading, particularly at an individual account level. In the case of Elgin Eby Brown, the account had somewhat less excess inventory to exhaust in 1993 (from year-end 1992 trade programs) than during 1992 (from year-end 1991). More importantly, because Eby Brown was exhausting excess in both periods, its overall volume was very small and calculations based on this small volume are not a meaningful indicator of the accounts performance.

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\*\*\* URGENT \*\*\*

From: Arwady, Marge on Mon, Mar 15, 1993 1:23 PM  
Subject: Elgin Eby Brown's shipments  
To: Neidle, Bruce

Bruce --

I'm responsible for the "Key Accounts" data included in WIC's Monthly Briefing Book; as he does each month, John Knox supplied me with the data I need.

The figures for Elgin Eby Brown indicated a 185 (in millions) January year-to-date volume with a 990% (!!!) January YTD Volume Percent Change. 990% is such an off-the-wall figure that we re-ran the Data-Net just in case this was a misprint, but our run confirmed it.

I can't present a figure like this to Mr. Campbell (and Carolyn Levy!) without an explanation for it. Would you please be so kind as to let me know what this figure represents so I can footnote it on the report?

This book goes to the printer 8:00 tomorrow morning, so I need to know ASAP (today!). I appreciate your help.

Thanks.

Marge

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